

## Message Text

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ORIGIN IO-14

INFO OCT-01 CIAE-00 CU-04 INR-07 NSAE-00 AID-05 USIA-06  
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DRAFTED BY IO/UNESCO:RDFORSTER;IO/UCS:WHARLEY:LL  
APPROVED BY IO:GADALLEY

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FM SECSTATE WASHDC  
TO AMEMBASSY PARIS

C O N F I D E N T I A L STATE 197406

NESCO

E.O. 11652: GDS

TAGS: PORG, UNESCO

SUBJECT: UNESCO: MASS MEDIA: TALKS WITH AHSER DELEON,  
EXECUTIVE SECRETARY OF INTERNATIONAL COMMISSION ON COMMUNI-  
CATIONS

REF: A. STATE 194527; B. PARIS 23509

1. THE FOLLOWING POINTS, ADDITIONAL TO THE INFO PROVIDED  
BY REF. B, WERE MADE BY DELEON DURING HIS TALKS WITH IO  
DEPUTY ASSISTANT SECRETARY DALLEY, OTHER IO BUREAU  
OFFICERS, DICK SCHMIDT (GENERAL COUNSEL FOR THE AMERICAN  
SOCIETY OF NEWSPAPER EDITORS AND THE WORLD PRESS FREEDOM  
COMMITTEE) AND GEORGE KROLOFF (STAFF MEMBER OF THE SENATE  
FOREIGN RELATIONS COMMITTEE) ON MONDAY, AUGUST 15.

2. DELEON BELIEVES THE TASK OF THE COMMUNICATIONS COM-  
MISSION WILL BE MUCH HARDER THAN THAT OF THE FAURE COM-  
MISSION, ON WHICH IT IS MODELLED, LARGELY BECAUSE OF THE  
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SUBSTANTIAL POLITICAL ISSUES INVOLVED, SOME OF WHICH HE  
THINKS MAY BE IRRECONCILABLE. THOUGH DESIRABLE, A CON-  
SENSUS ON ALL ISSUES WILL NOT BE NECESSARY. ONE APPROACH  
HE IS CONSIDERING AS A WAY OF HANDLING DIFFERENCES THAT  
CANNOT BE RECONCILED IS TO MAKE PROVISION FOR DEMURS BY  
INDIVIDUAL COMMISSIONERS.

3. REGARDING REPRESENTATION ON THE COMMISSION, DELEON AFFIRMED THAT RESTON AND MCLUHAN WERE THE DG'S FIRST CHOICES FOR N. AMERICA, ALTHOUGH, AS REPORTED REFTEL, HE LATER CONCEDED THAT ELIE ABEL WAS FAVORED BY WORKING-LEVEL MEMBERS OF THE SECRETARIAT, INCLUDING HIMSELF. HE SAID ONE OF THE WESTERN EUROPEANS BEING CONSIDERED IS A FORMER EDITOR OF LE MONDE AND INDICATED THAT EASTERN EUROPEAN REPRESENTATIVES ARE EXPECTED TO COME FROM THE USSR AND YUGOSLAVIA. (DELEON SEVERAL TIMES REFERRED TO "UNESCO'S TRADITIONAL SEVEN REGIONS" WHEREAS, OF COURSE, THERE ARE ONLY FIVE, ALTHOUGH THEY ARE COMPOSED DIFFERENTLY FOR DIFFERENT PURPOSES. THIS UNUSUAL DECISION TO GIVE

NORTH AMERICA SEPARATE REPRESENTATION EFFECTIVELY DOUBLES THE WEO REPRESENTATION, SOMETHING TO WHICH THE EASTERN EUROPEAN MEMBERS MAY WELL TAKE EXCEPTION. HOWEVER, BECAUSE OF THE IMPORTANCE TO US OF HAVING THIS REPRESENTATION AND THE DELICACY OF THE MATTER, WE THOUGHT IT PRUDENT NOT TO QUESTION DELEON ABOUT THIS.)

4. ALTHOUGH DELEON EXPECTS COMMISSION'S WORK TO BE COMPLETED WITHIN TWO YEARS, HE THOUGHT IT MIGHT TAKE EVEN LONGER. HE AGREED THAT THE IMPORTANT THING WAS TO DO THE JOB WELL, REGARDLESS OF HOW LONG IT TOOK. AT THE SAME TIME, HIS TARGET DATE FOR COMPLETION OF THE REPORT WAS EARLY 1980, TO ALLOW AMPLE TIME FOR ITS EXAMINATION BY CONFIDENTIAL

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MEMBER STATES AND FOR IT TO BE THOROUGHLY DEBATED AND DISCUSSED IN VARIOUS CONFERENCES AND SEMINARS THAT MAY BE BUILT AROUND IT BEFORE THE 21ST GENERAL CONFERENCE IN THE FALL.

5. DELEON HAS A HIGHLY FLEXIBLE APPROACH TO DEVELOPING THE COMMISSION'S AGENDA AND WORK PLAN. HE CLEARLY INTENDS TO AVOID ANY APPEARANCE OF IMPOSING A RIGID BLUEPRINT UPON THE COMMISSIONERS AND IS ANXIOUS TO HAVE NOT ONLY THEIR INPUT BUT ALSO OUTSIDE SUGGESTIONS REGARDING THE SUBSTANCE AND DIRECTION OF THE COMMISSION'S WORK.

6. DELEON EXPRESSED APPRECIATION FOR THE U.S. NATIONAL COMMISSION'S OFFER OF ASSISTANCE IN IDENTIFYING INDIVIDUALS, INSTITUTIONS, AND ORGANIZATIONS THAT MIGHT DEVELOP PAPERS ON VARIOUS ASPECTS OF THE COMMISSION'S WORK AND SAID THESE WOULD BE WARMLY RECEIVED.

7. HE REPEATEDLY STRESSED THAT THE COMMISSION AND THE DRAFT DECLARATION ON USE OF THE MEDIA WERE COMPLETELY SEPARATE MATTERS IN UNESCO AND THAT THE COMMISSION WOULD HAVE NOTHING TO DO WITH THE LATTER.

8. IN RESPONSE TO QUESTIONS FROM SCHMIDT AND KROLOFF, HE STATED THAT HE PERSONALLY AGREES WITH THE CONCERN OF THE WESTERN MEDIA THAT THEY MUST HAVE FULL ACCESS TO NEWS SOURCES IF THEY ARE TO DO A RESPONSIBLE JOB OF COVERING THE WORLD. HE FEELS THAT THE BIGGEST PROBLEM FOR THE THIRD WORLD IS LACK OF PROPER INFRASTRUCTURE FOR DISSEMINATING NEWS. IF THE U.S. WERE TO MAKE FUNDS FOR MEDIA EQUIPMENT AVAILABLE TO LDC'S, IT WOULD INDEED BE REGARDED AS A CAPITALISTIC PROPAGANDA PLOY BY MANY NATIONS, BUT SOME COUNTRIES WOULD TAKE THE MONEY ANYWAY. A BETTER APPROACH, FROM THE STANDPOINT OF WORLD OPINION, WOULD BE TO DISTRIBUTE THE FUNDS VIA SOME INTERNATIONAL STRUCTURE SUCH AS THE UNDP OR UNESCO. HE DID NOT BELIEVE THAT THE GRANT-  
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ING OF SUCH DEVELOPMENT FUNDS SHOULD BE MADE CONTINGENT UPON THE RECEIVING COUNTRY USING THEM TO DEVELOP FULLY ITS EXISTING COMMUNICATIONS (E.G. RADIO) BEFORE EXPENDING THEM FOR MORE SOPHISTICATED FACILITIES, SUCH AS COLOR TELEVISION OR SATELLITES. SOCIETIES DEVELOP BY LEAPS AND BOUNDS AND CANNOT BE EXPECTED TO FOLLOW A NEAT PLAN IMPOSED FROM WITHOUT. VANCE

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## Message Attributes

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**TAGS:** PORG, MASS, UNESCO  
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